

## Claim Amendments

Please cancel claims 2-3, 6-7, 17, and 22-23, amend claims 1, 4-5, 8, 24-25, 28, 34-35, 39, and 42 and add new claims 43-49, all without prejudice, as indicated below.

1. (currently amended) A method for disseminating manufacturer couponadvertising messages to consumers, which method comprises:
  - (a) packaging a product in a pouch container having a manufacturer couponan advertising message associated therewith which may be viewed by a consumer, wherein said product is a single-serve food product and wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon;
  - (b) distributing said packaged product with said manufacturer couponadvertising message to a consumer food service outlet; and
  - (c) distributing said packaged product with said manufacturer couponadvertising message to consumers associated with said consumer food service outlets, thereby disseminating said manufacturer couponadvertising message to said consumers;
  - (d) wherein said pouch container comprises one or more flexible printable substrate sheets; wherein said substrate sheets comprise collectively:
    - i) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; and
    - ii) a message section providing a substrate on which said manufacturer coupon is a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;
    - iii) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said manufacturer couponadvertising message may be removed from said sealed volume and redeemedviewed by a consumer.
2. (cancelled).
3. (cancelled).

4. (currently amended) The method of claim 1, wherein said manufacturer couponadvertising message pertains to a product or service other than said packaged product.
5. (currently amended) A method for disseminating manufacturer couponsadvertising messages to a target consumer group, which method comprises:
  - (a) packaging a product in a pouch container having associated therewith a manufacturer couponan advertising message pertaining to products or services other than said packaged product, wherein said packaged product is a single-serve food product, wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon, and said manufacturer coupon issaid advertising message being intended for a target consumer group;
  - (b) packaging said packaged product in a shipping carton having a machine readable indicator uniquely associated with said manufacturer couponadvertising message;
  - (c) reading said indicator and in response thereto shipping said carton to consumer food service outlets associated with said target consumer group, whereby said packaged single-serve food product may be distributed to consumers thereby disseminating said manufacturer couponadvertising message.
6. (cancelled).
7. (cancelled).
8. (withdrawn – currently amended) A product packaged in a pouch container, said pouch container comprising one or more flexible printable substrate sheets; wherein said substrate sheets comprise collectively:
  - (a) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; wherein said packaged product is a single-serve food product; and
  - (b) a message section providing a substrate on which a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;
  - (c) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said message section may be removed from said sealed volume and viewed by a consumer;

- (d) wherein an advertising message is imprinted on said message section and said advertising message includes a manufacturer coupon redeemable by a consumer of said product which includes machine readable indicia associated therewith to facilitate automated processing of said coupon.
9. (previously presented) The method of claim 1, wherein said pouch container comprises a substrate sheet providing at least one said pouch section and said message section, wherein said message section is separable from said pouch section by cutting or tearing said substrate sheet along the boundary between said pouch and message sections.
10. (withdrawn) The method of claim 1, wherein said pouch container comprises one or more pouch substrate sheets providing said pouch sections and a message substrate sheet providing said message section, wherein said message sheet is removably affixed to the exterior surface of one of said pouch sheets.
11. (previously presented) The method of claim 1, wherein said pouch section has a length of 1.75 inches or less and a width of 3.75 inches or less.
12. (previously presented) The method of claim 11, wherein said pouch section and message section have a total printable area of at least about 19.7 in<sup>2</sup>.
13. (previously presented) The method of claim 1, wherein said pouch section has a length of 2 inches or less and a width of 3.75 inches or less.
14. (previously presented) The method of claim 13, wherein said pouch section and message section have a total printable area of at least about 22.5 in<sup>2</sup>.
15. (previously presented) The method of claim 1, wherein said pouch section has a length of 2.5 inches or less and a width of 4 inches or less.
16. (previously presented) The method of claim 15, wherein said pouch section and message section have a total printable area of at least about 30 in<sup>2</sup>.
17. (cancelled).
18. (previously presented). The method of claim 1, wherein said product is selected from the group consisting of solids, powders, granules, tablets, liquids, semi-viscous liquids, pastes, gels, and gases.
19. (currently amended) The method of claim 1, wherein said product is selected from the group consisting of single-serve sugar, sugar substitutes, salt, salt substitutes, pepper, ketchup, mayonnaise, mustard, sauces, and crackers.

20. (previously presented) The method of claim 1, wherein said product is a single-serve condiment.
21. (cancelled).
22. (cancelled).
23. (cancelled).
24. (currently amended) The method of claim 123, wherein said manufacturer coupon includes a bar code associated therewith.
25. (currently amended) The method of claim 123, wherein said manufacturer coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System.
26. (previously presented) The method of claim 1, wherein said pouch container is produced by folding and sealing a continuous web to provide a plurality of pouch containers connected to each other by said web and by cutting the web interconnecting said pouch containers to provide individual product units containing at least one pouch container.
27. (withdrawn) The method of claim 1, wherein said pouch container is produced by sealing two continuous webs together to provide a plurality of pouch containers connected to each other by said webs and by cutting said webs interconnecting said pouch containers to provide individual product units containing at least one pouch container.
28. (currently amended) A method for disseminating manufacturer couponsadvertising messages to consumers, which method comprises:
- (a) packaging a product in a pouch container having a manufacturer couponan advertising message associated therewith which may be viewed by a consumer, wherein said product is a single-serve food product and wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon;
  - (b) distributing said packaged product with said manufacturer couponadvertising message to a consumer outlet; and
  - (c) distributing said packaged product with said manufacturer couponadvertising message to consumers associated with said consumer outlets, thereby disseminating said manufacturer couponadvertising message to said consumers;
  - (d) wherein said pouch container comprises a flexible imprintable substrate sheet; wherein:

- i) said substrate sheet comprises one or more pouch sections and at least one message section adjacent to a pouch section;
- ii) wherein said substrate sheet is folded longitudinally such that the boundaries of said pouch sections overlap, the boundaries of said pouch sections being sealed together to define a sealed volume accommodating said product therein with said message section extending from a sealed boundary of said pouch section;
- iii) wherein said message section provides a substrate on which said manufacturer coupon is imprinted for viewing ~~an advertising message may be imprinted and viewed~~ by a consumer of said product; and
- iv) wherein said message section is separable from said pouch section and the sealed volume defined by said pouch section without compromising the integrity of said sealed volume to enable a consumer to redeem said manufacturer coupon.

29. (previously presented) The method of claim 28, wherein:

- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a side thereof; and
- (b) wherein said substrate sheet is folded in half along a line passing through said pouch section parallel to said side from which said message section extends to provide two rectangular, overlaid folds, and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from the side of said sealed volume opposite said fold line.

30. (withdrawn) The method of claim 28, wherein:

- (a) said substrate sheet comprises two generally rectangular pouch sections and a message section extending between said pouch sections;
- (b) wherein said substrate sheet is folded along a line passing through said message section such that said two pouch sections overlay each other and said pouch sections are sealed at the boundaries thereof to define a generally rectangular-shaped sealed volume with said message section extending from the side of said sealed volume proximate to said fold line.

31. (withdrawn) The method of claim 28, wherein:

- (a) said substrate sheet comprises a generally rectangular pouch section and a message section extending from a side thereof; and

(b) wherein said substrate sheet is folded in half along a line passing through said pouch section and said message section to provide two rectangular, overlaid folds, and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a side of said sealed volume adjacent to said fold line.

32. (withdrawn) The method of claim 28, wherein:

- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a side thereof; and
- (b) wherein said substrate sheet is folded along two longitudinal fold lines passing through said pouch section parallel to said side from which said message section extends to provide two rectangular folds overlaying a third rectangular fold and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a face of said pouch section.

33. (withdrawn) The method of claim 28, wherein:

- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a boundary thereof; and
- (b) wherein said substrate sheet is folded along two fold lines passing through said pouch section to provide two rectangular folds overlaying a third rectangular fold and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a transverse seal of said pouch section.

34. (withdrawn – currently amended) A method for disseminating advertising messages to consumers, which method comprises:

- (a) packaging a product in a pouch container having a manufacturer coupon an advertising message associated therewith which may be viewed by a consumer, wherein said product is a single-serve food product and wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon;
- (b) distributing said packaged product with said manufacturer coupon advertising message to a consumer outlet; and

- (c) distributing said packaged product with said manufacturer couponadvertising message to consumers associated with said consumer outlets, thereby disseminating said manufacturer couponadvertising message to said consumers;
- (d) wherein said pouch container comprises two flexible printable substrate sheets; wherein:
- i) said substrate sheets each comprise a pouch section and at least one of said substrate sheets comprises a message section adjacent to said pouch section thereon;
  - ii) wherein said pouch sections are superimposed on each other and sealed at the boundaries thereof to define a sealed volume accommodating said product therein;
  - iii) wherein said message section provides a substrate on which said manufacturer coupon is imprinted for viewingan advertising message may be imprinted and viewed by a consumer of said product; and
  - iv) wherein said message section is separable from said pouch section and the sealed volume defined by said pouch section without compromising the integrity of said sealed volume to enable a consumer to redeem said manufacturer coupon.
35. (withdrawn – currently amended) A method for disseminating advertising messages to consumers, which method comprises:
- (a) packaging a product in a pouch container having a manufacturer couponan advertising message associated therewith which may be viewed by a consumer, wherein said product is a single-serve food product and wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon;
  - (b) distributing said packaged product with said manufacturer couponadvertising message to a consumer outlet; and
  - (c) distributing said packaged product with said manufacturer couponadvertising message to consumers associated with said consumer outlets, thereby disseminating said manufacturer couponadvertising message to said consumers;
  - (d) wherein said pouch container comprises:
    - i) one or two pouch sheets composed of a flexible printable substrate and defining a sealed volume accommodating said product; and

- ii) a message sheet composed of an imprintable substrate, said message sheet being affixed to at least one of said pouch sheets on an exterior surface thereof and providing a substrate on which said manufacturer coupon is imprinted for viewing  
~~an advertising message may be imprinted and viewed~~ by a consumer of said product;
- iii) wherein said message sheet is separable from said pouch sheets and the sealed volume defined thereby without compromising the integrity of said sealed volume to enable a consumer to redeem said manufacturer coupon.

36. (withdrawn) The method of claim 35, wherein said pouch container comprises one pouch sheet, said pouch sheet being folded such that portions thereof overlay each other and said overlaid portions are sealed at the boundaries thereof to define a sealed volume accommodating said product therein.

37. (withdrawn) The method of claim 35, wherein said pouch container comprises two pouch sheets, said pouch sheets being superimposed on each other and sealed at the boundaries thereof to define a sealed volume accommodating said product therein.

38. (withdrawn) The method of claim 35, wherein said pouch container comprises one pouch sheet, wherein said pouch sheet is folded along two longitudinal fold lines and the boundaries of said pouch sheet are sealed to define a sealed volume accommodating said product therein.

39. (withdrawn – currently amended) A method for disseminating advertising messages to consumers, which method comprises:

- (a) packaging a product in a pouch container having a manufacturer coupon  
~~an advertising message~~ associated therewith which may be viewed by a consumer, wherein said product is a single-serve food product and wherein said manufacturer coupon is redeemable by a consumer of said product and includes machine readable indicia associated therewith to facilitate automated processing of said coupon;
- (b) distributing said packaged product with said manufacturer coupon  
~~advertising message~~ to a consumer outlet; and
- (c) distributing said packaged product with said manufacturer coupon  
~~advertising message~~ to consumers associated with said consumer outlets, thereby disseminating said manufacturer coupon  
~~advertising message~~ to said consumers;
- (d) wherein said pouch container comprises:

- i) one or two pouch sheets composed of a flexible printable substrate sheets and defining a sealed volume accommodating said product,
- ii) wherein at least one of said pouch sheets is comprised by a laminate sheet comprising said pouch sheet and a message sheet, said message sheet being composed of an printable substrate and providing a substrate on which said manufacturer coupon is imprinted for viewing ~~an advertising message may be imprinted and viewed~~ by a consumer of said product; and
- iii) wherein said message sheet is separable from said laminate sheet and the sealed volume defined by said pouch sheets without compromising the integrity of said sealed volume to enable a consumer to redeem said manufacturer coupon.

40. (withdrawn) The method of claim 39, wherein said pouch container comprises:

- (a) a laminate sheet comprising a pouch sheet and a message sheet;
- (b) wherein said laminate sheet is folded such that the boundaries of said pouch sheet overlap and are sealed together to define a sealed volume accommodating said product within said pouch substrate sheet.

41. (withdrawn) The method of claim 39, wherein said pouch container comprises:

- (a) two pouch sheets, wherein at least one of said pouch sheets is comprised by a laminate sheet comprising said pouch sheet and said message sheet; and
- (b) wherein said pouch sheets are superimposed such that the boundaries of said pouch sheets overlap and are sealed together to define a sealed volume accommodating said product with said pouch sheets.

42. (withdrawn – currently amended) A product packaged in a pouch container, said pouch container comprising one or more flexible printable substrate sheets; wherein said substrate sheets comprise collectively:

- (a) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; wherein said packaged product is a single-serve food product; and
- (b) a message section providing a substrate on which a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;

- (c) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said message section may be removed from said sealed volume and viewed by a consumer; and
- (d) wherein an advertising message is imprinted on said message section and said advertising message includes a manufacturer coupon redeemable by a consumer of said product which includes machine readable indicia associated therewith to facilitate automated processing of said coupon, which manufacturer coupon, which advertising message pertains to a product or service other than the packaged product.
43. (new claim) The method of claim 1 wherein said manufacturer coupon is intended for a target consumer group and said packaged single-serve food products are distributed to a consumer food service outlet associated with said target consumer group.
44. (new claim) The method of claim 1, wherein said consumer food service outlet is a restaurant.
45. (new claim) The method of claim 5, wherein said consumer food service outlet is a restaurant.
46. (new claim) The method of claim 5, wherein said product is selected from the group consisting of single-serve sugar, sugar substitutes, salt, salt substitutes, pepper, ketchup, mayonnaise, mustard, sauces, and crackers.
47. (new claim) The method of claim 5, wherein said product is a single-serve condiment.
48. (new claim) The method of claim 5, wherein said manufacturer coupon includes a bar code associated therewith.
49. (new claim) The method of claim 5, wherein said manufacturer coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System.